

AMENDMENTS TO AND LISTING OF THE CLAIMS

14. (New) A dentifrice composition comprising an orally acceptable vehicle having distributed therein flakes formed from a water hydratable film matrix, wherein the matrix is comprised of a homogeneous mixture of a water soluble hydroxyalkyl cellulose polymer and a starch and wherein the flakes contain a constituent, and the flakes are present in the composition in an amount of about 0.05 to about 1.0% by total weight of the composition.
15. (New) The composition of claim 14, wherein the composition is a substantially clear gel and the film flakes contains a decorative colorant.
16. (New) The composition of claim 14, wherein the film flakes contain a therapeutic constituent.
17. (New) The composition of claim 14, wherein the constituent is an antibacterial agent.
18. (New) The composition of claim 14, wherein the constituent is an anticalculus agent.
19. (New) The composition of claim 18, wherein the anticalculus agent is selected from a pyrophosphate salt, sodium hexametaphosphate and a cyclic phosphate.
20. (New) The composition of claim 14, wherein the constituent is a breath freshening agent.
21. (New) The composition of claim 14, wherein the constituent is selected from hydrogen peroxide and urea hydroxide.
22. (New) The composition of claim 14, wherein the constituent is selected from a

calcium salt or a fluoride salt.

23. (New) The composition of claim 14, wherein the constituent is an agent selected from triclosan, zinc gluconate, zinc citrate, alpha ionone, potassium nitrate, pantheon, retinyl palmitate, tocopherol acetate, chamomilla recutita, mentha piperita, salvia officinalis, and commiphora myrrha.

24. (New) The composition of claim 23, wherein the agent is present in the film flake at a concentration of about 0.1% to about 2% by weight.

25. (New) The composition of claim 23, wherein the agent is present in the film flake at a concentration of about 0.15% to about 5% by weight.

26. (New) The composition of claim 14, wherein the constituent is a flavorant.

27. (New) The composition of claim 20, wherein the flavorant is present in the film flake at a concentration of about 15 to about 25% by weight of the film flake.

28. (New) The composition of claim 14, wherein the film flake matrix is a shaped two dimensional flake.

29. (New) The composition of claim 14, wherein the film has a thickness of about 0.5 microns to about 10 microns.

30. (New) The composition of claim 14, wherein the film has a particle size of about 0.01 to about 0.50 inches.

31. (New) The composition of claim 14, wherein the film has a barrier overcoat.

32. (New) The composition of claim 14, wherein the composition further comprises a polishing agent that is characterized by a refractive index that is substantially similar to the refractive index of the composition.

33. (New) The composition of claim 14, wherein the polishing agent is selected from colloidal silica or an alkali metal aluminosilicate complexes.